In the Claims:

This listing of claims replaces all prior versions.

1-16. (canceled)

17. (Previously presented) A system for comparison of multiple apparel articles, comprising:

an on-line viewer site; and

a computer-driven web-linking engine configured and arranged to display a first colored apparel article selected by an on-line viewer from the on-line viewer site for display with a second colored apparel article selected by an on-line viewer from the on-line viewer site, the computer-driven web-linking engine adapted to use a color matching criterion to determine whether the first colored apparel article color matches the second colored apparel article color.

18. (Previously presented) The system of claim 17 wherein the computer-driven web-linking engine is configured and arranged to display an image corresponding to a structure dressed with the first colored apparel item and the second colored apparel item.

19. (Previously presented) The system of claim 17 wherein the computer-driven web-linking engine is configured and arranged to retrieve the first colored apparel item from a first store and the second colored apparel item from a second store.

20. (Previously presented) The system of claim 17 wherein the computer-driven web-linking engine is configured and arranged to retrieve the first colored apparel item and the second colored apparel item from the same store.

21. (Previously presented) The system of claim 17 wherein at least one of the first colored apparel article and the second colored apparel article are provided by a retail store and wherein the computer-driven web-linking engine is configured and arranged to be operated independent from the retail store.

22. (Previously presented) The system of claim 17 wherein the computer-driven web-linking engine is configured and arranged to retrieve the first colored apparel item from a first store and the second colored apparel item from a second store and wherein the computer-driven web-linking engine is configured and arranged to be operated independent from each of the stores.

23. (Previously presented) The system of claim 17 wherein the computer-driven web-linking engine is further adapted to compare a color code provided for the first colored apparel item with another color code provided for the second colored apparel item.

24. (Previously presented) The system of claim 23 wherein the computer-driven web-linking engine is further adapted to use a color code common to each of the color codes provided for the first and second colored apparel items.

25. (Previously presented) The system of claim 23 wherein the matching criterion includes comparing the color codes and automatically indicating for the on-line viewer whether the comparison determines that the first and second colored apparel items are color compatible.

26. (Previously presented) The system of claim 24 wherein the matching criterion includes comparing the color codes and automatically indicating for the on-line viewer whether the comparison determines that the first and second colored apparel items are color compatible.

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27. (Previously presented) The system of claim 23 wherein the first and second colored apparel items include respective electronic tags carrying the color codes.

28. (Previously presented) The system of claim 27 wherein the electronic tags are part of product codes that identify the respective first and second colored apparel items.

29. (Previously presented) The system of claim 23 wherein the first colored apparel item is selected from a virtual closet maintained for the on-line viewer.

30. (Previously presented) The system of claim 17 wherein the color matching criterion includes a color-reference coding chart.

31. (Previously presented) The system of claim 30 wherein the color-reference coding chart is based on measured color frequencies.